Marked up originals:

1. ~~A~~(amended) An organization performance <u>system, comprising:.</u>
   <u>data</u> management ~~platform for an organization.~~<u>tools,</u>
   <u>an organization value model by segment of value, and</u>
   <u>tools using said model to improve the performance of all or part of said organization.</u>

2. (amended) The ~~platform~~<u>system</u> of claim 1 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

3. (amended) The ~~platform~~<u>system</u> of claim 1 ~~that supports activities~~<u>where the tools for improving performance are selected</u> from the group consisting of automated equity trading, ~~element ranking,~~ impact analysis, ~~management reporting,~~ merger analysis, multi-criteria optimization, network optimization, ~~option discount rate calculation,~~ pricing optimization, process optimization, project optimization, purchasing optimization, simulation, valuation and combinations thereof.

4. (amended) The ~~platform~~<u>system</u> of claim 3 where the multi criteria optimizations identify changes in operation that will optimize two or more aspects of financial performance where the aspects of financial performance are selected from the group consisting of organization market value, organization current operation value, organization investment value, organization derivative value, organization real option value, organization market sentiment value, organization revenue, organization expense, organization capital change and combinations thereof ~~for all or part of the organization.~~

5. (amended) The ~~platform~~<u>system</u> of claim 3 where the ~~impact analysis identifies~~<u>valuations identify</u> the ~~impact~~<u>value</u> of an element of value or enterprise ~~on an aspect of financial performance~~ <u>to the organization</u> and the ~~impact~~<u>value of</u> the element or enterprise ~~on an aspect of financial performance~~ is ~~the~~<u>determined by their</u> direct ~~impact~~<u>impacts on aspects of financial performance</u> net of any ~~impact on~~<u>impacts on the</u> other elements ~~of value~~<u>or enterprises.</u>

6. ~~The platform of claim 3 where the valuations identify the value of an element of value or enterprise to the organization and the value of the element or enterprise is determined by their direct impacts on aspects of financial performance net of any impacts on the other elements or enterprises.~~(amended) The system of claim 1 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.

7. (amended) The ~~platform~~system of claim 1 that supports financial performance management by ~~segment of value,~~element of value, enterprise, segment of value and combinations thereof.

8. (amended) The ~~platform~~system of claim 7 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

9. (amended) The ~~platform~~system of claim 8 where the elements of value can be clustered into sub-elements of value for more detailed analysis.

10. (amended) The ~~platform~~system of claim 7 where an enterprise is a single product, a group of products, a division or a company.

11. (amended) The ~~platform~~system of claim 7 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.

12. (amended) The ~~platform~~system of claim 11 where the current operation category of value can be further subdivided by component of value where the components of value are revenue, expense or capital change.

13. (amended) The system of claim 1 ~~that further comprises:~~
    ~~data management tools,~~
    ~~an~~where the organization ~~finance~~value model ~~by segment~~quantifies the net impact of elements of value~~,~~ and

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~~tools for defining a subset of the organization for analysis~~ external factors on organization financial performance by segment of value by enterprise.

14. (amended) The system of claim ~~13~~14 where the ~~organization finance model further comprises:~~

~~predictive models that quantify~~net impact is the ~~inter-relationship between each element of value, external factor and select~~sum of the direct impacts on aspects of financial performance ~~where the select aspects~~net of ~~financial performance are selected from the group consisting of revenue, expense, capital change, investment value, market value and combinations thereof; and~~

~~probabilistic models that quantify the inter-relationship between each element of value, external factor and~~any impacts on other ~~aspects of financial performance where the other aspects of financial performance are selected from the group consisting of contingent liabilities, derivatives, real options and combinations thereof~~elements of value or external factors.

15. (amended) The system of claim 14 where the ~~best fit predictive~~organization value model ~~is selected via a tournament.~~further comprises:

predictive models that quantify the inter-relationship between each element of value, external factor and select aspects of financial performance by enterprise where the select aspects of financial performance are selected from the group consisting of revenue, expense, capital change, investment value, market value and combinations thereof; and

probabilistic models that quantify the inter-relationship between each element of value, external factor and other aspects of financial performance by enterprise where the other aspects of financial performance are selected from the group consisting of contingent liabilities, derivatives, real options and combinations thereof.

16. (amended) The system of claim 14 where the best fit predictive ~~models use algorithms~~model is selected via a tournament from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, Markov, Bayesian, multivariate adaptive regression splines, multivalent, minimum message length and path analysis ~~models~~.

17. (amended) The system of claim 13 where the organization ~~finance~~value model ~~integrates tools for organization management~~is developed in an automated fashion by learning from the ~~group consisting of derivative models, element modeling tools, enterprise analysis frameworks, factor modeling tools, frame development tools, option models, predictive models and combinations thereof~~data.

18. ~~A platform development method, comprising:~~(amended) A data preparation system, comprising:

~~aggregating organization data from a variety of sources in accordance with a common schema,~~

~~modeling organization elements of value using at least a portion of said data as required to develop concrete element performance measures,~~

~~combining said measures with historical and forecast data for the segments and components of value as required to develop models relating elements of value to the segments and components of value for each enterprise in the organization, and~~

~~integrating said models into a tier of an organization finance model.~~

networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate data from organization systems using xml and a common schema.

19. ~~The method of claim 18 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.~~(amended) The system of claim 18 where the common schema includes a data dictionary.

20. ~~The method of claim 18 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.~~(amended) The system of claim 19 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, segments of value, time periods and units of measure.

21. (amended) The ~~method~~computer readable medium of claim 18 where ~~the segments of value~~organization systems are selected from the group consisting of ~~current~~advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, information technology management systems, intellectual property management systems, process management systems, vendor management systems, workforce management systems, email management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, risk management systems, operation~~, derivatives, real options, market sentiment~~ management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and ~~combinations thereof~~purchasing systems.

22. ~~The method of claim 18 where the components of value are revenue, expense or capital change.~~(amended) The system of claim 18 wherein data is also obtained from the Internet or an external database.

23. ~~The method of claim 18 that is completed in an automated fashion by learning from the data~~(amended) The system of claim 18 where the integrating data further comprises converting data to match the common schema.

24. (amended) The ~~method~~system of claim 18 ~~that further comprises:~~
   ~~modeling organization enterprises using at least a portion of said~~ where the data ~~as required to develop concrete enterprise performance measures,~~
   ~~combining said measures with~~includes historical ~~and~~ data, forecast data ~~for the segments and components of value as required to develop models relating enterprises to the segments and components of value, and~~
~~integrating said models into a second tier of an organization finance model~~and combinations thereof.

25. ~~An intangibles~~(amended) The system~~, comprising.~~
   ~~networked computers each with a processor having circuitry to execute instructions;~~
   ~~a storage device available to each processor with sequences of instructions stored therein, which when executed cause~~claim 18 where the ~~processors to:~~

~~use organization related data to create tangible performance indicators for intangible elements of value,~~

~~identify the causal performance indicators by element of value before summarizing them into concrete measures of element performance, and~~

~~use said measures to complete useful analyses from the group consisting of contribution determinations, forecasts, impact assessments, optimizations, option discount rate calculations, simulations, valuations~~are transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.

26. (new) The system of claim 18 where the organization systems are stand alone systems.

27. (new) The system of claim 18 where the organization systems operate in a networked environment.

27. (new) The system of claim 18 where xml is used as a metadata standard.

28. (new) The system of claim 18 where integration is completed on a continuous basis, a bulk basis, a batch basis and combinations thereof.

29. (new) The system of claim 18 where the integrated data is made available to other applications for use in processing.

30. (new) The system of claim 18 where the integrated data is stored in a central repository from the group consisting of database, data mart, data warehouse and combinations thereof.

31. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform an organization value modeling method, comprising:

aggregating organization data in accordance with a common schema,

creating tangible performance indicators for intangible elements of value, tangible elements of value and external factors using at least a portion of said data,

identify the causal performance indicators by element of value and external factor before summarizing them into concrete performance measures, and

quantifying the net impact of the elements of value and external factors on organization financial performance by segment of value and enterprise using said measures.

32. (new) The computer readable medium of claim 31 where the method further comprises using said organization finance model to complete useful analyses from the group consisting of contribution determinations, forecasts, impact assessments, optimizations, simulations, valuations and combinations thereof for all or part of the organization.

33. (new) The computer readable medium of claim 31 where elements of value are selected from the group consisting of: alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

34. (new) The computer readable medium of claim 31 where the segments of value are from the group consisting of current operation, derivatives, real options, investments, market sentiment and combinations thereof.
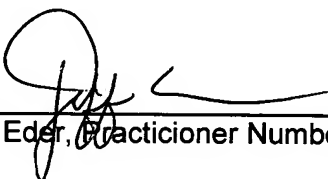
REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith. .

Payment Enclosed

The Applicant has enclosed payment for the claims added to the instant application. The payment amount was calculated using the enclosed fee determination record.

Respectfully submitted,

Dated: 2/17/2004

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